

BELMONT VISION 21 IMPLEMENTATION COMMITTEE
Minutes, January 26, 2012

Present: Tim Bowman, Doug John, Sara Masucci, Jennifer Page, Wendy Rundle, Michael Sattler, Paul Solomon

Absent: Jane Feinberg-Kaplan

Guest: Kevin Cunningham (School Committee liaison)

- **Convening the Meeting:** Tim Bowman opened the meeting at 7:06 p.m.
- **Minutes from 12/6/11 & 1/9/12:** Approved and will be posted
- **Membership recruitment:**
 - One vacancy to fill
 - Wendy has possible lead to follow up on
 - 'Three members' terms are up in June
- 3 **Planning-- Community Communications:**
 - Consider model used by George Entwistle—people would generate topics and need to explain why that topic has value
 - Need town leadership to be engaged and committed to this
 - Is this what Selectmen meant when they suggested we look into communication?
 - 4 Do they want more conversation facilitated by VIC?
 - Is our long term theme still budget related – planning and priorities?
 - Is the communication theme still something we need to be doing?
 - 4 There has been increased School Committee- Board of Selectmen discussion
 - 4 Planning and communications for our last event was met with mixed review by Board of Selectmen
 - We should remember that our charge mandates that we work to engage the town population
 - Last two events were great....was impact enough?
 - How would we sustain engagement after physical events?
 - 4 Needs to be an annual event that becomes expected and looked for by people
 - What if we brought together existing organizations in town and tried to leverage that?
 - 4 They would reach out to people and expand reach
 - 4 Bring special interests together to talk about common topics
 - Need to remain focused on citizen engagement
 - We should ask people, via web survey?, what they want to talk about
 - Convene meeting where we can identify town group leaders and bring them together
 - Question: is there something compelling enough to bring groups together at the town level? Small interest groups have personal connection...what would hook be?
 - Low intensity option?
 - 4 Online forums

- 4 Ways for people to answer?
- 4 Engage at different levels
- 4 People answering people
- 4 Varying levels of facilitation
 - 8 Maybe have monthly topics
 - 8 Ask for feedback and questions; not an open forum
 - 8 Look at information after the month and share data with relevant groups
 - 8 Could possibly influence Fall event ideas
- Way to make it a social event? Face to face interaction
 - 4 Face to face is best, but is it possible?
 - 4 Connect people and then work toward engagement
- Mix of both – regular, annual events and online interaction
- Is communication the goal or the vehicle?
- Do we want to focus on communication as opposed to priorities/budgets?
- Need to keep long term focus
 - 4 Are we, as a town, focused on maintaining status quo?

8 **Next Meeting:** Thursday, February 9, 2012

- **Adjournment:** Tim Bowman adjourned the meeting at 9:02

Respectfully submitted,

Sara Masucci
Secretary Pro Tempore